

No Time to Lose

Continued investment in real-world testing of our innovations is needed now to save \$5 billion while maintaining quality.

WHY THESE NEXT FEW YEARS ARE CRITICAL

The 2020 Census will be unlike any other in our nation's history.

We must test every aspect of this complicated program.

Simple on its face, the census requires years of careful planning.

By 2018 we must complete all tests and "lock in" our plans.

2020 Census



330+ million people



million households

Repeat

in 2020

\$3,710

2010 design



9 months to count every person, tabulate data, and produce

the results

\$8,850

\$5,810

New

design

for 2020

to succeed

Fewer Staff

+ Less Burden

Up to \$5 Billion in Savings

Fewer Offices

Why Invest Now?

Potential Cost Comparisons for the 2020 Census by Fiscal Year

Potential Costs (Millions)



Includes the highest-spend years of the Census cycle

Re-engineering the Census: Prototype, Test, Build, Integrate

Interactive Testing of All Components Needed to Conduct the Census

Integrated Tests

Field Test Refined IT Systems & Procedures

Large-Scale **End-to-End Test of Census Operations** and Systems

Census: **Count the People**

Tabulate Results

Small-Scale Individual Tests Prototype IT Systems

& Procedures

2015

2016

Refined

Individual Tests Build IT Systems &

Procedures

2017

2018

2019

Census Begins: Early Operations

2020

2012 to 2014 Identify major cost drivers of the 2010 Census, and develop new, innovative methodologies to reengineer the operations.

April 1 Deliver 2020 **Census Topics** to Congress

★ April 1 **Deliver question** wording to Congress

★ April 1 ★ December 31 Census Deliver Day **Apportionment Counts**

to President ★ = Legally mandated deadline

Cost Saving Innovations We're Developing

Better Address Validation

Validate the Address List using the U.S. Postal Service, aerial imagery and other sources, rather than walking every street in the nation.

Better Use of Existing Information

Use Existing Government and Commercial Records to reduce respondent burden.

Better Response Options

Make Responding to the Census More Convenient by offering secure online, phone and mail options.

Better Field Operations

Use Technology to better manage and track field cases.

Use GPS-Enabled Technology to efficiently route and manage field staff.

Use Smart Phones and Tablets for follow-up rather than pen and paper.